

## **R E M A R K S**

Claims 1-28, 30-41, 53 and 54 are in the application, with Claims 1, 30, 33, 35, 37-40, 53 and 54 having been amended, and with Claims 29 and 42-52 having been cancelled. Claims 1, 35, 40, 53 and 54 are the independent claims herein. No new matter has been added. Reconsideration and further examination are respectfully requested.

### **Claim Rejections Under 35 USC § 112, 2<sup>nd</sup> Paragraph**

Claims 1-28, 30-34, 38-41, and 53-54 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite. It is believed that this rejection has been overcome by the above-indicated amendments to claims 1, 38-40, 53 and 54 to remove the word “may” from the claims.

### **Claim Rejections Under 35 USC § 102(e)**

Claims 1-41 and 53-54 are rejected as being anticipated by Ahmad et al., U.S. Patent No. 6,880,171 (“Ahmad”).

Claim 1, as now amended, is directed to a “method for providing content”. The method of claim 1 includes “determining a plurality of content segments” and “determining a device associated with a recipient of said plurality of content segments”. The method further includes “providing a first of said plurality of content segments to said device at a first time and a second of said plurality of content segments to said device at a second time”. Claim 1 specifies that “display of a content segment by said device interrupts operation of said device” and “said first of said plurality of content segments [is] for posing a question to said recipient”. The method of claim 1 further includes “receiving a response to said question from said recipient” and “determining if said response to said question is correct”.

To emphasize key features of the method of claim 1, a first content segment, displayed on a device with interruption of operation of the device, poses a question to the recipient. The recipient’s response to the question is received, and it is determined if the response to the question is correct.

The Ahmad reference, upon which the Examiner relies, discloses a system that displays video news clips to the user while also allowing the user to view related text news articles.

Various navigation options are presented to the user, but Ahmad's system does not display a content segment that poses a question to the user, nor does Ahmad's system receive from the user a response to a question. Further, as would be expected from the foregoing, Ahmad's system also does not determine if a response to a question is correct.

It is therefore respectfully submitted that claim 1, at least as now amended, is patentable over the Ahmad reference.

Claims 2-28 and 30-34 are dependent on claim 1 and are submitted as patentable on the same basis as claim 1. Also, at least some of these dependent claims recite features that support patentability of those claims on grounds independent of the patentability of claim 1.

For example, claim 30 recites the additional limitation that selection of the second content segment is "based, at least in part, on whether said recipient's response to said first of said plurality of content segments is correct". Since, as noted above, Ahmad's system does not determine whether the recipient has correctly responded to the first content segment, it follows that Ahmad's system cannot select a second content segment based on whether the response to the first content segment is correct.

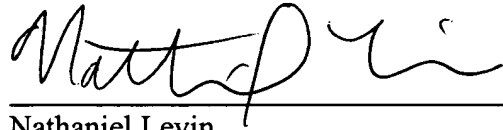
Also, claim 33 recites the additional limitation of "determining a benefit associated with viewing of said first of said plurality of content segments", "wherein said benefit includes at least one of a rebate, a discount and a coupon". Ahmad is silent as to any rebate, discount or coupon and therefore fails to disclose the additional subject matter recited in claim 33.

The other independent claims, which are claims 35, 40, 53 and 54, have been amended in the same fashion as claim 1 and are submitted as patentable on the same basis as claim 1. Dependent claims 36-39 and 41 are also submitted as patentable on the same basis.

## CONCLUSION

Accordingly, Applicants respectfully request allowance of the pending claims. If any issues remain, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is kindly invited to contact the undersigned via telephone at (203) 972-3460.

Respectfully submitted,



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